

"CAR" REPLACES "AUTO" FOR ADS

Manufacturers Get Down to American System of Short Names.

"So new is this business that we have not yet found a name for the automobile," says a certain New York newspaper. This is an expression from George M. Dickson, general manager of the Indianapolis company building National cars. He continued: "These names ranging all the way from 'petrolcar' to 'electrocar'. Some of the first automobiles were called 'horseless carriages' and 'motorcycles'. Then the word 'automobile' sprang into vogue. Before long three different ways of pronouncing this simple word were in vogue, by placing the emphasis upon three different syllables. Following this came the term 'motor car'. This term is still more popular than the word 'automobile'. Many refer to their craft as 'motors', 'machines', and even the more 'dressed in the gasoline' motorists, affectionately refer to their automobiles as the 'hot'. Dickson, who has been in the automobile business over 15 years, and whose success is reflected in the mammoth increase in the National sales factories, says he recently scanned a copy of a national publication that contained a preponderance of automobile manufacturers' advertisements and that practically all of them did not use the word 'automobile' once, but referred to their product as 'car'. He says the American way of adopting the shortest and most expressive words for everything will result in the practical elimination of the word 'automobile'. It will be substituted by 'motor' and more particularly by 'car' and everyone will know that it means automobile.

The ordinary cost of a Want Ad in the El Paso Herald is 25 cents. It reaches an average of about 100,000 readers each issue.

GASOLINE GOSSIP

News and Notes of the Motor World Gathered From Many Sources.

THE oldest harness shop in central Kansas has closed its doors. The motor car is to blame, at least Fred Kraus, proprietor of the store under the name of Topeka, said the motor car had cut into his sales until it had become unprofitable to conduct the shop.

The great increase in the number of farm tractors has greatly enhanced the winter demand for alcohol as well as gasoline and lubricating oils in central Illinois. Farmers with tractors keep them in operation all through the year, their principal occupation during the winter months being to drive corn shredders to supply feed for stock.

A new law passed by the Wisconsin legislature of 1915, and now in effect, which has generally escaped notice, but is of wide importance, applies to upholstering or repainting the upholstery of motor cars. The law requires the branding or labeling of the upholstery to show the kind of materials used. It is regarded as a measure to promote sanitation.

The growing popularity of the automobile on the farm is demonstrated by the fact that Pennsylvania farmers own more than 14 percent of the automobiles registered in the state during the past year.

CAR INDUSTRY AID TO OTHERS

Auto Factories Use 760,000 Tons Steel; Huge Amount of Other Material.

"Two of the first three industries of the United States are largely dependent upon the automobile industry, which is officially fourth in rank," says H. K. Daniels of the Kisselcar. "I refer to the metal and lumber trades. Of the former, hundreds of thousands of tons were used in 1915 motor cars, while an enormous quantity of hardwood was consumed in building car bodies. Then consider the relation of the great leather, rubber, glass, paint and cloth trades to automobile building. Recent statistics show the following totals entering into the construction of last year's motor car output: "Seventy hundred and six thousand tons of fabricated steel; 8,450,000 board feet of manufactured wood; 67,222 leather hides; 2,280,000 square yards of imitation leather; 11,482,259 yards of top material and linings; 483,345 yards of burlap, and so on through the long list of materials entering into the modern automobile.

"Just think for a moment of the vast number of people interested in the production of a Kisselcar. Workers in steel and lumber, employing millions of men, are but examples. Men of the jungles, the forests, the highways, the mills, the foundries—all are favorably affected through the wonderful sale of automobiles. Literally millions of men in 1915 participated, directly or indirectly, in the \$491,718,559 which the automobile output brought in the retail market.

"To realize what all this means to business in general, it is but necessary to stop and ponder that this vast army of men to whom the rise of the motor car industry has meant so much, are in turn important consumers of every necessary, and many of the luxuries, of life. You occasionally meet a man who professes to believe that the demand for motor cars has hurt other lines of business. Life is not a thinner.

REPORT SHOWS EVERY MAN, WOMAN AND CHILD PAID \$4.65 TOWARD AUTOS.

Washington, D. C., Feb. 18.—The growth of the automobile industry in the United States in the five years from 1909 to 1914 presents one of the most amazing chapters in the history of American industrial development. This was proved today when the department of commerce made public detailed figures on the subject.

In the five year period from 1909 to 1914 there has been an increase of 253.3 percent in the number of machines manufactured and of 181.7 percent in their total value. The fact that the increase in value of the output during the five years was relatively much smaller than the increase in the number of machines manufactured is accounted for not only by a general reduction in prices, but also by the production of a larger proportion of machines of low priced makes.

One Auto For Every 200 Persons. The census for 1914 shows that there were in the United States 223 establishments engaged in the manufacture of automobiles either as a primary or subsidiary product. Their output for that year was 571,111 machines, the total value of which was \$465,942,474. In other words, during 1914, one machine was produced for every 200 persons in the United States. On the average every man, woman and child in the United States paid \$4.65 toward an automobile. Of the total 50 percent went for family or pleasure use.

Family Touring Cars Lead. The census for 1914 shows that there were in the United States 223 establishments engaged in the manufacture of automobiles either as a primary or subsidiary product. Their output for that year was 571,111 machines, the total value of which was \$465,942,474. In other words, during 1914, one machine was produced for every 200 persons in the United States. On the average every man, woman and child in the United States paid \$4.65 toward an automobile. Of the total 50 percent went for family or pleasure use.

Comparative Summary. Below is given a comparative summary of the automobiles manufactured as reported in the censuses of 1909 and 1914:

Type	1914	1909	Per Cent Increase
Gasoline and steam	568,299	122,452	366.4
Family and pleasure	544,255	119,139	356.6
Touring cars	76,188	897	8478.2
Del. wagons, trucks	22,732	2,721	733.1
Others	2,291	1,631	40.5
Electric	4,715	2,282	106.2

McDaniel sued S. T. Erickson for \$5 when the latter refused to pay that sum following receipt of a car. The plaintiff demanded \$1. The defendant denied the finding, arguing that \$5 is little enough to charge.

Several plants for the manufacture of gasoline from natural gas will be built in Texas within the next few months. It is stated there are now about 50 plants in Oklahoma manufacturing gasoline from casing-head gas, well which comes direct from the well with crude oil, formerly a waste product.

The total output of these Oklahoma plants is about 80,000 gallons of gasoline daily. In California there are said to be about 50 plants of this kind with a total capacity of 25,000 gallons.

It takes about 100 cubic feet of gas to yield one gallon of gasoline.

STUCK IN MUD. When the driving wheels stick into mud so deep that traction can't be obtained, a good way to overcome the trouble is to throw brush or other material into the mud to thicken it and thereby gain traction.

Chief Treasure a Rare Ring. The chief treasure, however, was a small ring of gold, large as a small egg, the engraving on the plaque of which represents a goddess seated on a throne, to whom four lions are bringing offerings; behind the goddess in a tree on the branches of which a bird is perched, and behind the tree, the horizon is indicated, with both sun and moon shown in the vicinity of an ornate archway.

Of the Period of 1200 B. C. The copper cauldron with its precious contents was found near the ruins of some ruins dating from 1200 B. C. and it is thought that the articles buried in the cauldron are of that period. Continuing his investigation of the same neighborhood, Prof. Arvanitopoulos discovered a ruined temple of the sixth or fifth century B. C. as well as a tomb in the shape of a vault in which he is now engaged in making even more valuable discoveries than that of the copper cauldron and its treasure.

"COMMERCIAL PREPAREDNESS" IS PLEA OF SAXON CHIEF

In the midst of all the talk now-a-days about national military preparedness, H. K. Ford, president of the Saxon Motor Car company, in talks to Saxon dealers and members of the Saxon factory organization, lays great emphasis on commercial preparedness. "Prosperity is here in abundance," right now. The wonderful demand for automobiles that has kept up right through the winter is the best sort of evidence of the big demand that is sure to exist in the spring. There is absolutely sure to be a shortage of good automobiles when warm weather comes.

"The wise manufacturers are those that get ready now. We ourselves, for example, are prepared for a rush. We have taken on much additional factory space—we are using the additional capital which our recent reorganization brought us, to lay in large stores of parts and materials. We are stocking up heavily on our motors, Timken axles, bodies, etc. We realize that we have got to get ready, and we are going to be ready for the big demand that will be made on all automobile manufacturers in the spring as well as during the rest of the winter."

MAGNETO FOR "TWELVES" IS NOW IN THE MARKET

Announcement has been received by the Western Battery & Magneto company that a Bosch magneto for 12-cylinder motors is now on the market. This gives the Bosch a very complete line for "fours," "sixes," "eights" and "twelves."

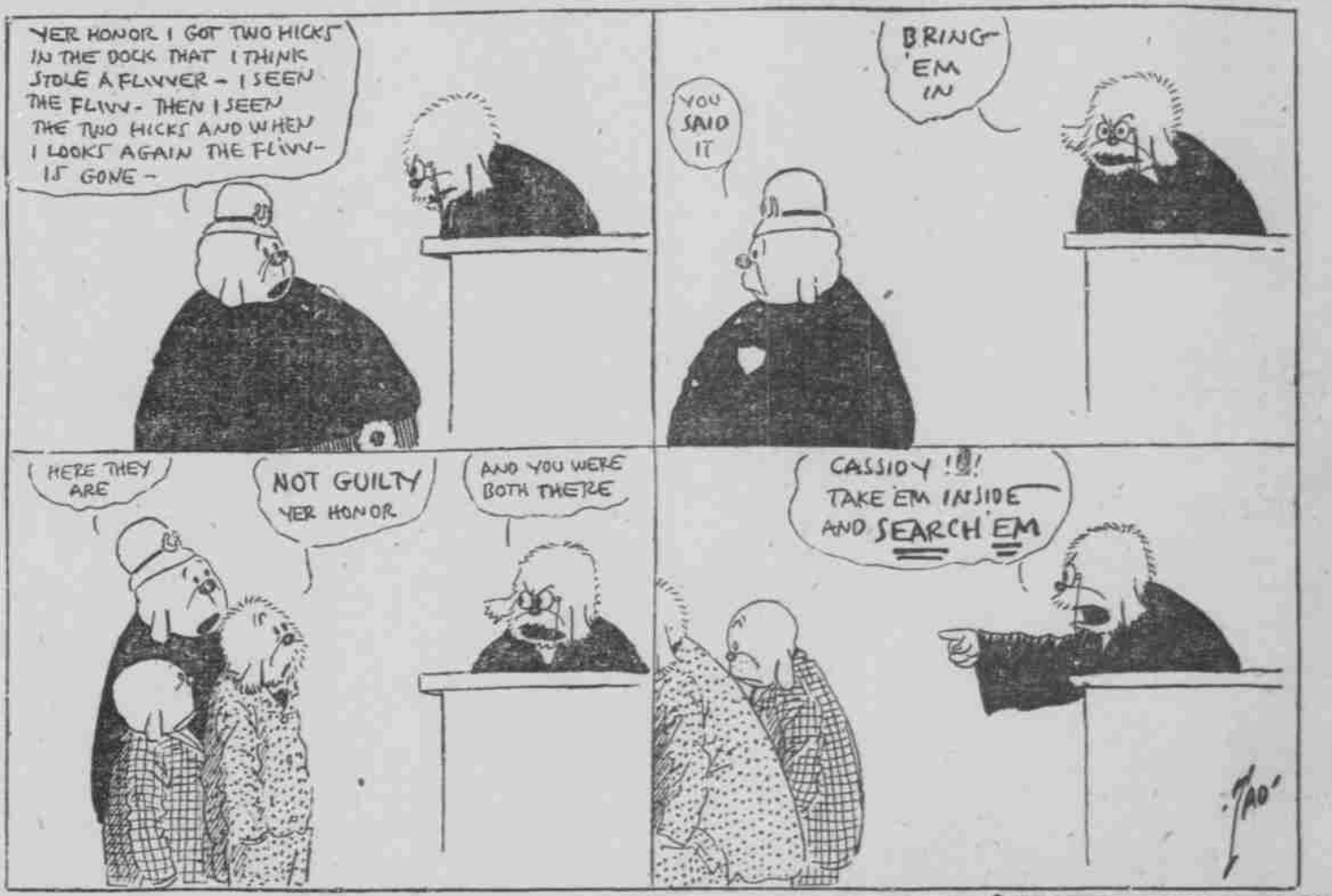
Manager H. H. Hayes attended the Chicago auto show and states that he gathered much valuable information which will permit his firm to keep pace with the rapid progress in the automobile industry.

CHANGE OF OFFICIALS. H. K. Raymond, second vice president of the F. G. Quirk company of Akron, O., relinquished the office of general sales manager to W. O. Rutherford, at the January meeting of the company's board of directors. Just concluded. Mr. Raymond will continue actively as vice president, exercising general supervision over sales and advertising efforts. The change was made necessary by the enormous increase in the Akron concern's business.

FAULTY PISTON RINGS. All cylinders of the motor should have equal compression. A faulty set of piston rings in one cylinder will cause a motor to run irregularly. If compression in one cylinder is weak, a disintegrating piston will result, which is not only annoying to the driver, but injurious to the whole mechanism.

WHEN A GUY SEALS A FLIVVER BY TAD

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END RELICS OF ANCIENT GREECE

Excavations Near Greek City Reveal Jewelry of 1200 B. C.

(Continued from page 1, this section.)

Three great vases, two copper brooches and some fragments of Mycenaean pottery.

Gold Plaques Studded With Jewels. The copper cauldron was full of earth, and Prof. Arvanitopoulos sifted it out carefully. Here he made his great find—some golden beads evidently belonging to a valuable collar, several little gold plaques studded with jewels, some wires of gold and a large ring engraved to depict a round boat upon which are several passengers about to land; four men and women on shore are shown coming out of a doorway to meet the travelers. There was also a gold wheel some five inches in diameter, with beads of amber as spokes. In addition to the 500 gold beads and gold wires upon which they may have been strung, together with a number of little gold plaques which may have also belonged to the collar, four more gold rings were found, simpler, however, than the engraved ones; several pieces of conical money, also gold; a considerable assortment of beads of amber as well as of some softer matter and a tube bearing hieroglyphs.

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UNEMPLOYED IN PARIS REDUCED

Building Trades Conditions Almost Normal Now in French Capital.

(Continued from page 1, this section.)

257,425 during the battle of the Marne in September, 1914, to 70,447 in December, 1915, according to official figures gathered from the number of "unemployed cards" issued to workmen and workingwomen to entitle them to receive the allowance to the unemployed made by the city.

The decreasing number of idle workmen is evidence of the revival of nearly every Parisian industry. The most important of all, the textile and clothing trade in which there were 44,322 unemployed March 1, has now only 23,365 persons out of work, of whom 23,365 are women.

"Unemployed" cards were issued to about 10,000 men and women belonging to "liberal professions." The number was reduced only to 3,347 in March and 1,417 in December, showing the lessened situation of the mechanic, the sewing girl and the common laborer is better in comparison than that of the unemployed. The breaking up of others and to the fact that many families have left the city for their country homes for the duration of the war.

Building Trades Almost Normal. The building trades have come back nearly to normal conditions since there are only about 3,417 men of those trades idle. It is about the normal figure of times of peace.

Women so largely employed in luxury industries were the most affected by the war, but they are rapidly finding new occupations.

"I am taking the place of my husband who is fighting in the Argonne," said a woman street car conductor. "Before the war I was seamstress in a big dressmaking establishment." There are now 626 women taking men's places in the Paris postoffice which have lost 20,000 men by the mobilization. The six railway companies centering in Paris gave places to about 7,000 women, while 500 were taken into the principal banks.

The number of women employed in the national tobacco factories has doubled, while no less than 150,000 women are employed in different branches of the military equipment and munitions industries. In the hand-making of machine tools they soon become quite as expert as men and on fine work have a lighter and surer hand.

Their wages are in most cases about eight cents an hour, though in some factories, working by the piece, they are doing their share.

FRANCE IS FEEDING 3,000,000 REFUGEES

(Continued from page 1, this section.)

First year no less than 300,000,000 heads of meat animals.

Feed Three Million Refugees. France in addition to having lost a considerable share of meat animals, is obliged to feed about 3,000,000 refugees from the occupied departments and Belgium. Russia has to care similarly for over 6,000,000 refugees.

Between the average normal meat consumption of the nations at war, ranging from 110 to 150 pounds per capita, and the consumption of meat by some 25,000,000 men under arms, running from 200 to 250 pounds per man, in the Italian and French armies respectively, and reaching 450 pounds per man in the German Austro-Hungarian and Russian armies, there is a difference of roughly 3,500,000 tons. According to French economists it takes 112,000,000 animals to produce this annually.

The total meat animal stock of the belligerent states was \$42,700,000 heads at the outbreak of the war. The excess consumption by the armies of Europe is therefore a little more than 41 percent of the annual supply of meat, a serious matter when it is considered that with these herds upon livestock the rate reproduction is also much decreased.

POLISHING COMPOUND. An excellent compound for polishing the unpainted metal parts of the car may be made by mixing sand and kerosene in a paste. This will remove any rust that may have formed and will leave the surface smooth without scratching.

WISEMAN WILL HANDLE ALLEN

Cactus Motor Company to Open in Ten Days With a New Agency.

(Continued from page 1, this section.)

E. E. Wiseman, who has been connected with the Tri-State Motor company since its formation, has disposed of his interests in that concern to the other partners and announces the organization of the Cactus Motor company. Mr. Wiseman is not yet prepared to give out the names of the other stockholders but states that the organization is composed entirely of experienced automobile men.

The Cactus Motor company will occupy a new building at 604 Mesa avenue, now being constructed according to Mr. Wiseman's plans. As it will be several weeks before this building is ready for occupancy, temporary quarters for the new company have been found at 315 Texas street, where it will open March 1.

The Allen car, a powerful four-cylinder car with 27 horse power, is to be the leader for the new company. The Allen has 112-inch wheel base, 32 by 34 tires and sells, completely equipped, at \$1750, plus the freight.

Other lines are to be added and a complete stock of accessories for all standard makes will be a feature with the new company. The first shipment of cars will leave the Allen factory on Monday and Mr. Wiseman expects that they will be here in time for the opening display on March 1.

Kiddies Attention!!

We have a nice little present for every child that commits this jingle to memory:

THE BOSS VERSION

There was a man in our town,
Much wiser than his sire,
He ran into a cactus bush
And punctured both his tires,
And when he found the tires were wrecked,<
With all his might and main,
He ran to the Boss Rubber Plant,
And had 'em fixed again.

BOSS Rubber Company

322 Texas at Kansas

WHERE TO BUY Automobiles AND ACCESSORIES

AUDITORIUM GARAGE

STORAGE AND REPAIRS. Phone 456. 320 Mills Street. V. B. ANDREAS, Pres.; TOM WHITE, Mgr.

BORDERLAND AUTO SUPPLY CO.

LEE TIRES. THE QUALITY TIRE. PLAIN AND PUNCTURE PROOF. CORNER MYRTLE AND KANSAS.

Republic Tires

Hand-Made—5000 Miles Guarantee. ELK AUTO SUPPLY CO., 500 MESA.

USED Automobiles

Everything for Autos. Selling Agent for Ford, Buick, Hudson, Cadillac, Buickmobile. H. M. HATCHER, Phone 723. 315 Texas Street.

Oakland Cars I. H. C. Trucks

Oakland Auto Sales Co. A. H. Elmore, Gen'l Mgr. 407 Myrtle Ave. Tel. 1142.

TIRES, TUBES

THE EL PASO SUPPLY COMPANY, (Inc.) A. W. BULLOCK, Pres. W. C. BULLOCK, Sec. CONGRESS, PULLMAN AND IMPERIAL. Tire Sundries and Supplies. Vulcanizing, Gasoline and Oil. 212-214 Texas St. Phone 519.

CADILLAC SALES COMPANY

E. P. & S. W. BLDG. PHONE 5105

WINTON SIX

El Paso Auto Sales Co. 4 Southwestern Garage. 316 N. Kansas St. W. H. MARSH, MGR. Phone 5996.

EL PASO OVERLAND AUTO CO.

Overland Automobiles and Willys Trucks. 120-122 SAN FRANCISCO STREET. PHONE 170.

FISK RED TOP NON-SKIDS FOR FORDS, 5,000 MILE GUARANTEE

WESTERN MOTOR SUPPLY CO. Phone 528. 318 San Francisco St.

Herald Want Ads Bring Results

Three Advertisements in One

Latest information about the New Grant SIX from the Grant Motor Company, Findlay, Ohio

A Beauty Car

You will be surprised at the beauty of the new Grant Six.

Without question it is one of the handsomest cars of the year.

Its body not only has beautiful lines but correct and graceful proportions.

It is of the modified boat-line type. Smooth, unbroken lines from front to rear; no moldings; doors are flush and extra wide, "U" shape.

The finish is unusually fine. Body in Brewster green; fenders, hood and chassis in black enamel.

Seats are extra wide. A six-foot man can stretch his legs with comfort in both front or rear seat.

Cushions are soft and deep. Upholstery is luxurious. It is difficult to imagine greater comfort, more real luxury.

Grant Six carries five passengers with solid comfort. And the 1916 Six has finer steering gear, larger brakes, greater gasoline capacity, handsomer radiator—is refined and improved at every point.

A Wonder Motor

The Unit Power plant of the Grant Six excites admiration.

We urge comparison of the motor with any six at any price.

Grant Six motor is 3x 4 1/4, overhead valves, exclusive Grant design—Replaceable tappets—noiseless. Unit Power plant.

Overhead valve motors are highest in cost—but they deliver the most power with the greatest economy.

Grant owners average 24 miles to the gallon of gasoline—900 miles to the gallon of oil.

And Grant Six throbbles down to 1 1/4 miles an hour and hangs on. Speeds up to 60 miles within a few blocks—and has the quickest getaway, the swiftest action you ever saw in a motor.

Rayfield Carburetor, Atwater Kent Ignition, Allis-Chalmers Starting motor and generator. Extra large battery carried in steel basket under front of right running board splash.

But—it isn't the specifications that makes the motor worth while; it's the motor that makes the specifications worth while.

We Suggest a Demonstration

Before you buy any car at any price get a road demonstration of a Grant Six.

That suggestion is based on the idea that you honestly want the MOST for your money.

Not the most in weight nor the most in showiness—but

THE MOST IN VALUE—the most in CAR worth.

Grant Six offers you the largest, roomiest body of any car below a thousand dollars.

It offers you the smoothest, most powerful motor.

It offers you the most substantial chassis—frame, axles, wheels, transmission, spring construction.

It gives you the handsomest body lines—and a thoroughly proven construction.

It is the SIX of economy and therefore the SIX of greatest luxury.

Its price is \$795 complete.

Last season dealers couldn't get enough of them. The still greater value makes it safe to predict an even stronger demand this season.

SOUTHERN MOTOR CO.

PHONE 490 355 MYRTLE AVE.